

The Wisconsin Ethics Commission is providing the below information pursuant to §Wis. Stat. 13.685(7). Please visit the *Eye On Lobbying* website, <https://lobbying.wi.gov>, for more detailed information about lobbyists, lobbying principals (organizations), and state agency liaisons.

New Lobbying Principals

6/28/2022 - 7/5/2022

Principal Name	Mailing Address	Area Of Interest
Schools Make Madison Advocates	2005 W Beltline Hwy Ste 203, Madison, WI, 53713	<p>Revenue limits for public school districts have not had an inflation level adjustment in over a decade. As costs rise, it is essential that our schools have the funding to attract high-quality educators and provide every student with a high quality education. While communities across Wisconsin overwhelmingly support referenda to raise revenue limits locally, this model is inconsistent, unsustainable, and inefficient. Other education funding metrics, such reimbursements for required special education costs, have experienced a similar stagnation. All the while, federal dollars have been impactful but reliance on one-time conditional disbursements has created a funding cliff in a time when schools are already under exceptional financial strain.</p> <p>Healthy K12 is not just the concern of schools and educators, but of all parties with an interest in the long-term health of our state. Businesses in particular have a strong interest in the success of schools. While businesses across the country are reeling from a declining labor pool, that issue is exacerbated in Wisconsin given the consistent trend of more people have moving away than to the state. Now more than ever, a strong workforce begins with strong schools. Beyond attracting and retaining working families, education provides a means to mitigate barriers which may otherwise render individuals unemployed, incarcerated, or on government assistance. With an unprecedented budget surplus projection, there is no better time to invest for success.</p>

New Licensed Lobbyists

6/28/2022 - 7/5/2022

Lobbyist Name	Licensed Date
Pettack, Deanna	7/1/2022

New Lobbyist Authorizations

6/28/2022 - 7/5/2022

Lobbyist Name	Principal Name	Authorized Date
Grindrod, Joey	Schools Make Madison Advocates	6/28/2022
Heinritz, Melinda	Schools Make Madison Advocates	6/28/2022
Hogan, Rebecca	Wisconsin Funeral Directors Association	6/28/2022